



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

Schedule Dates	10/08/12-10/21/12	Last Modified	09/28/12
Advertiser	Florida Federation for Children (73508)	Entered By	Nancy Brutus
Agency	McLaughlin & Associates (9012)	CO-OP	No
Product	POLITICAL ISSUE (ns) (1187)	Headline #	06357193
Brand	FL FED 4 CHLD 10/8 (477382)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	CAMPBELL, MARIANNE	Commission %	15.00
Phone/Fax	/	Commission	\$3,667.50
CPE	515	Net Total	\$20,782.50
Account Types	National/Political Issue Agency BRD	Sales Tax	
Billing Type	Standard		
Comments	FL FED 4 CHLD 10/8 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FL FEDERATION FOR CHILDREN		

By Broadcast Month	Spots	Rate
Oct. 2012	34	\$24,450.00
Grand Total:	34	\$24,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/15/12-10/19/12	3	:30	9A-10A (EST)	2	X	X	X	X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		9/28/12
2.0	Normal Line / SPOT (2)	10/08/12-10/12/12	3	:30	9A-10A (EST)	2	X	X	X	X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		9/28/12
3.0	Normal Line / SPOT (3)	10/15/12-10/19/12	3	:30	12P-12:30P (EST)	2	X	X	X	X	X			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		9/28/12
4.0	Normal Line / SPOT (4)	10/08/12-10/12/12	3	:30	12P-12:30P (EST)	3	X	X	X	X	X			3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		9/28/12
5.0	Normal Line / SPOT (5)	10/15/12-10/19/12	3	:30	4P-5P (EST)	2	X	X	X	X	X			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		9/28/12
6.0	Normal Line / SPOT (6)	10/08/12-10/12/12	3	:30	4P-5P (EST)	2	X	X	X	X	X			2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		9/28/12
7.0	Normal Line / SPOT (7)	10/20/12-10/20/12	3	:30	7P-7:30P (EST)	1						1		1	\$525.00	\$525.00	West Palm Beach (WPEC)		9/28/12
8.0	Normal Line / SPOT (8)	10/13/12-10/13/12	3	:30	7P-7:30P (EST)	1						1		1	\$525.00	\$525.00	West Palm Beach (WPEC)		9/28/12
8.0.1	Closed Preempt (8)	10/13/12															West Palm Beach (WPEC)	Live Program Overrun/Exception -	
9.0	Normal Line / SPOT (9)	10/21/12-10/21/12	3	:30	10:30A-11:30A (EST)	1							1	1	\$750.00	\$750.00	West Palm Beach (WPEC)		9/28/12
10.0	Normal Line / SPOT (10)	10/14/12-10/14/12	3	:30	10:30A-11:30A (EST)	1							1	1	\$750.00	\$750.00	West Palm Beach (WPEC)		9/28/12
11.0	Normal Line / SPOT (11)	10/21/12-10/21/12	3	:30	9A-10:30A (EST)	1							1	1	\$1,350.00	\$1,350.00	West Palm Beach (WPEC)		9/28/12
12.0	Normal Line / SPOT (12)	10/14/12-10/14/12	3	:30	9A-10:30A (EST)	1							1	1	\$1,350.00	\$1,350.00	West Palm Beach (WPEC)		9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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13.0	Normal Line / SPOT (13)	10/15/12-10/19/12	3	:30	11P-11:30P (EST)	2	X	X	X	X	X			2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		9/28/12
14.0	Normal Line / SPOT (14)	10/08/12-10/12/12	3	:30	11P-11:30P (EST)	2	X	X	X	X	X			2	\$1,050.00	\$2,100.00	West Palm Beach (WPEC)		9/28/12
15.0	Normal Line / SPOT (15)	10/15/12-10/19/12	3	:30	6P-6:30P (EST)	2	X	X	X	X	X			2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		9/28/12
16.0	Normal Line / SPOT (16)	10/08/12-10/12/12	3	:30	6P-6:30P (EST)	2	X	X	X	X	X			2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		9/28/12
17.0	Normal Line / SPOT (17)	10/15/12-10/19/12	3	:30	5P-5:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12
18.0	Normal Line / SPOT (18)	10/08/12-10/12/12	3	:30	5P-5:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12
19.0	Normal Line / SPOT (19)	10/15/12-10/19/12	3	:30	7P-7:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12
20.0	Normal Line / SPOT (20)	10/08/12-10/12/12	3	:30	7P-7:30P (EST)	2	X	X	X	X	X			2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 9.27.12
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I, McLaughlin & Associates
do hereby request station time concerning the following issue:

FL SD 34 ELECTION

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
WDEC #1385248					

Total Charges: \$24,450 ⁰⁰

This broadcast time will be used by: Florida Federation for Children

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

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I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

9.27.12
Date

Signature

203.966.9757

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

☐

☐ **Accepted in Part**

☐

☐ **Rejected**

☒ Accepted

Lillie Roberts
Signature

Lillie K. Roberts
Printed Name

Sales Director
Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Federation of Children PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 8/14/11

INQUIRY MADE BY: _____
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates
Sub State Road 303
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: Rates & Avail's

Final Disposition: Order placed \$24,450⁰⁰

If Committee, list officers and position: Chairperson: John Kirtley

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____
T' Rep WASH